

# BY DIRECT ACCT: 425769 WAKEFERN FOOD COR

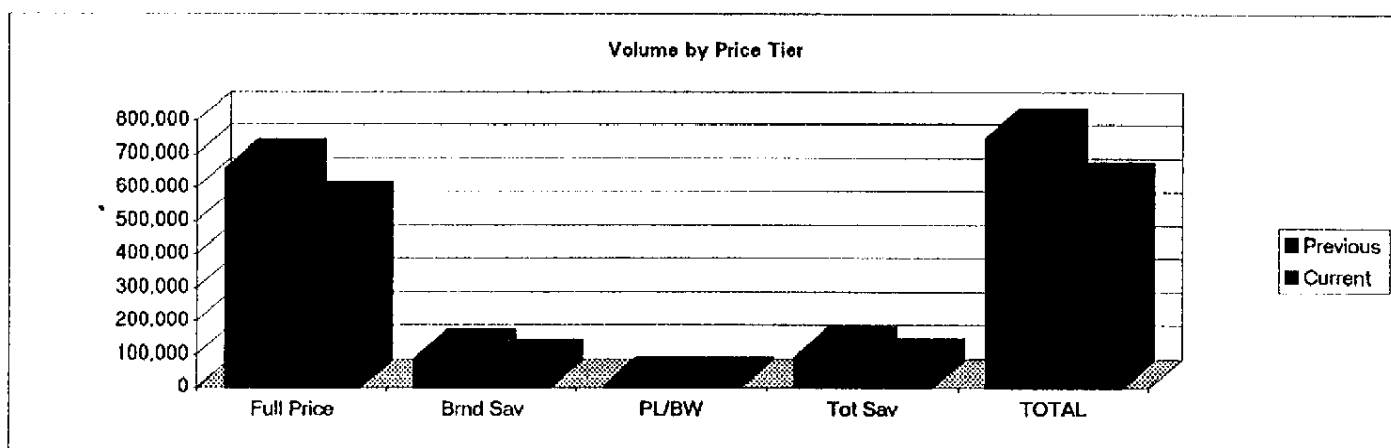
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Previous (AIM Period 1): 04/27/97-07/26/97 = 91 Days, 199 Store(s)  
Current (AIM Period 2): 04/27/98-07/26/98 = 91 Days, 197 Store(s)

## Incl. Promoted Volume

|       | Full Price |         | Branded Savings |         | PL/BW    |         | Total Savings |         | Overall  |         |
|-------|------------|---------|-----------------|---------|----------|---------|---------------|---------|----------|---------|
|       | Previous   | Current | Previous        | Current | Previous | Current | Previous      | Current | Previous | Current |
| RJR   | 120,908    | 84,990  | 27,049          | 17,247  | 5,808    | 4,190   | 32,857        | 21,437  | 153,765  | 106,427 |
| PM    | 343,927    | 284,797 | 23,370          | 20,243  | 0        | 0       | 23,370        | 20,243  | 367,297  | 305,040 |
| BAT   | 83,924     | 84,517  | 27,413          | 19,483  | 0        | 0       | 27,413        | 19,483  | 111,337  | 84,000  |
| LOR   | 86,098     | 84,687  | 3,454           | 0       | 0        | 0       | 3,454         | 0       | 99,552   | 84,687  |
| L&M   | 11,029     | 8,426   | 0               | 0       | 0        | 0       | 0             | 0       | 11,029   | 8,426   |
| Other | 0          | 0       | 4,837           | 0       | 0        | 0       | 4,837         | 0       | 4,837    | 0       |
| TOTAL | 655,886    | 527,417 | 86,123          | 56,973  | 5,808    | 4,190   | 91,931        | 61,163  | 747,817  | 588,580 |

Avg Wkly Carton Vol Per Store = Previous: 289.1 Current: 229.8 Variance: -20.5%



|            | Previous |        | Current |        | Variance |        |
|------------|----------|--------|---------|--------|----------|--------|
|            | Cartons  | Share  | Cartons | Share  | Cartons  | Share  |
| Full Price | 655,886  | 87.71% | 527,417 | 89.61% | -128,469 | -1.90% |
| Brnd Sav   | 86,123   | 11.52% | 56,973  | 9.68%  | -29,150  | -1.84% |
| PL/BW      | 5,808    | 0.78%  | 4,190   | 0.71%  | -1,618   | -0.06% |
| Tot Sav    | 91,931   | 12.29% | 61,163  | 10.39% | -30,768  | -1.90% |
| TOTAL      | 747,817  |        | 588,580 |        | -159,237 | -21.3% |

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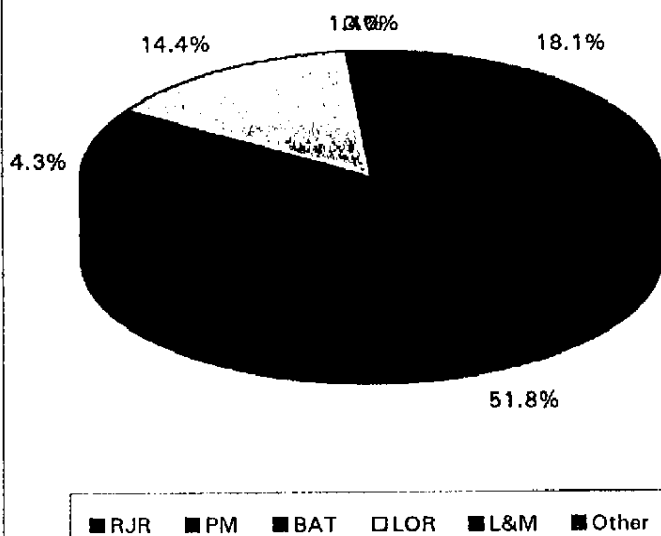
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Incl. Promoted Volume

Previous 04/27/97-07/26/97

Current 04/27/98-07/26/98

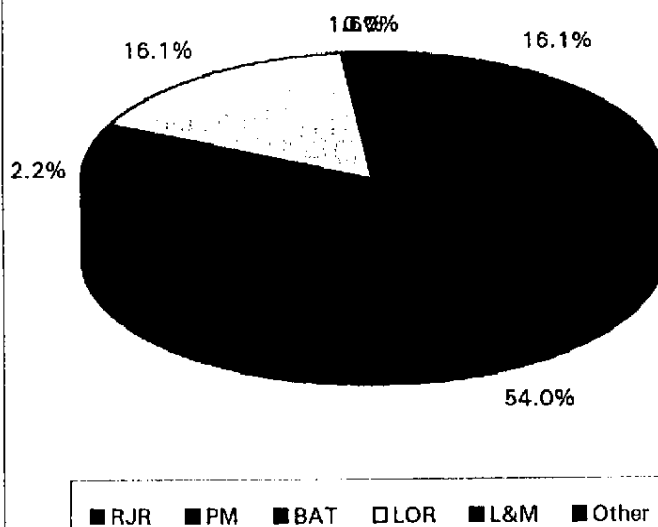
Current Share of  
Total Industry



Industry Carton Volume

|          | Previous | Current | Variance |
|----------|----------|---------|----------|
| RJR      | 153,765  | 108,427 | -47,338  |
| PM       | 367,297  | 305,040 | -62,257  |
| BAT      | 111,337  | 84,000  | -27,337  |
| LOR      | 99,552   | 84,687  | -14,865  |
| L&M      | 11,029   | 8,428   | -2,603   |
| Other    | 4,837    | 0       | -4,837   |
| Industry | 747,817  | 588,580 | -159,237 |
|          |          |         | - 21.3%  |

Current Share of  
Full Price



Full Price Carton Volume

|            | Previous | Current | Variance |
|------------|----------|---------|----------|
| RJR        | 120,908  | 84,990  | -35,918  |
| PM         | 343,927  | 284,797 | -59,130  |
| BAT        | 83,924   | 64,517  | -19,407  |
| LOR        | 96,098   | 84,687  | -11,411  |
| L&M        | 11,029   | 8,428   | -2,603   |
| Other      | 0        | 0       | 0        |
| Full Price | 655,886  | 527,417 | -128,469 |
|            |          |         | - 19.6%  |

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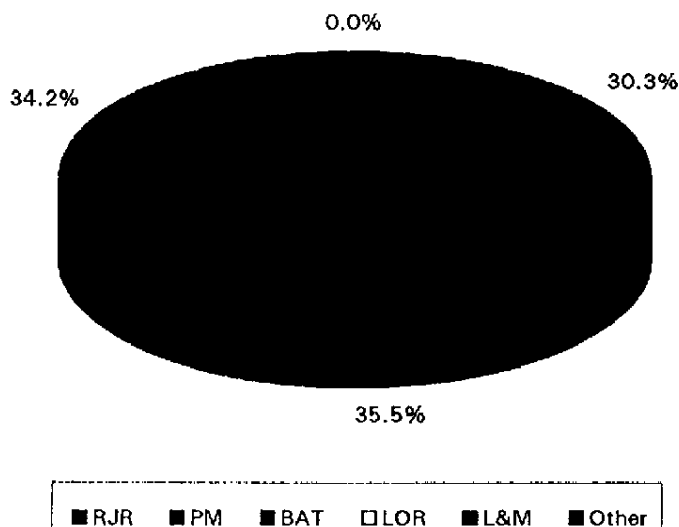
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Incl. Promoted Volume

Previous 04/27/97-07/26/97

Current 04/27/98-07/26/98

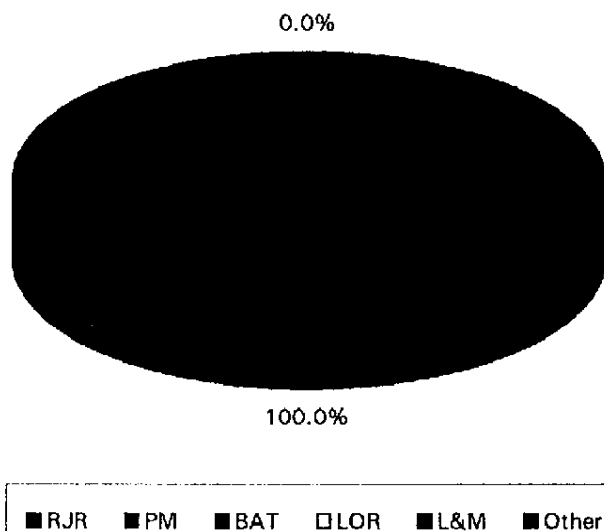
Current Share of  
Branded Savings



Branded Savings Carton Volume

|          | Previous | Current | Variance |
|----------|----------|---------|----------|
| RJR      | 27,049   | 17,247  | -9,802   |
| PM       | 23,370   | 20,243  | -3,127   |
| BAT      | 27,413   | 19,483  | -7,930   |
| LOR      | 3,454    | 0       | -3,454   |
| L&M      | 0        | 0       | 0        |
| Other    | 4,837    | 0       | -4,837   |
| Brnd Sav | 86,123   | 56,973  | -29,150  |
|          |          |         | - 33.8%  |

Current Share of  
PL / BW



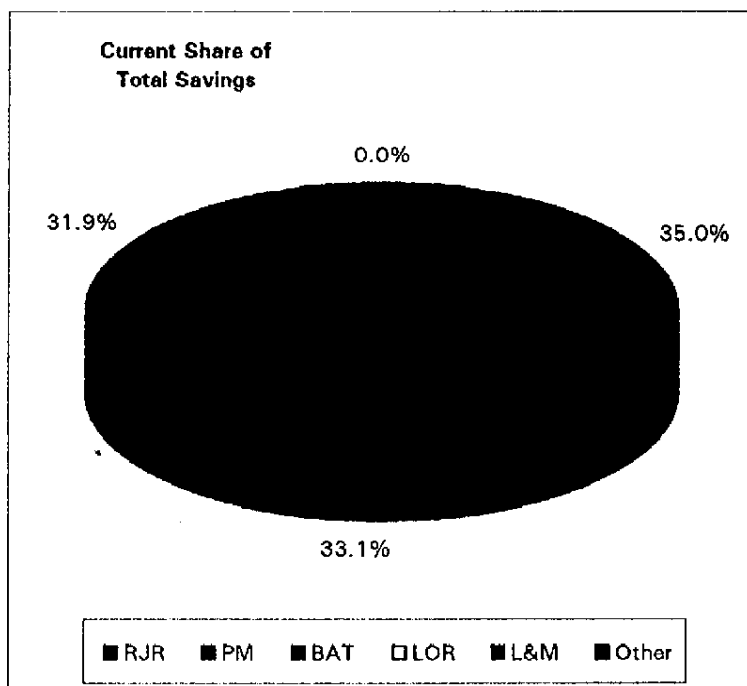
PL/BW Carton Volume

|       | Previous | Current | Variance |
|-------|----------|---------|----------|
| RJR   | 5,808    | 4,190   | -1,618   |
| PM    | 0        | 0       | 0        |
| BAT   | 0        | 0       | 0        |
| LOR   | 0        | 0       | 0        |
| L&M   | 0        | 0       | 0        |
| Other | 0        | 0       | 0        |
| BW/PL | 5,808    | 4,190   | -1,618   |
|       |          |         | - 27.9%  |

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Incl. Promoted Volume



Previous 04/27/97-07/26/97

Current 04/27/98-07/26/98

Total Savings Carton Volume

|         | Previous | Current | Variance |
|---------|----------|---------|----------|
| RJR     | 32,857   | 21,437  | -11,420  |
| PM      | 23,370   | 20,243  | -3,127   |
| BAT     | 27,413   | 19,483  | -7,930   |
| LOR     | 3,454    | 0       | -3,454   |
| L&M     | 0        | 0       | 0        |
| Other   | 4,837    | 0       | -4,837   |
| Savings | 91,931   | 61,163  | -30,768  |
|         |          |         | - 33.5%  |

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